

Senior Business Director

Paul Child



Paul has twenty-five years' experience in insight, the last fifteen at Human8.

Paul is a fellow of the UK Market Research Society and a regular contributor to conferences, training and thought leadership. His broad methodological experience has allowed him to forge long-lasting and mutually rewarding relationships with a variety of clients over the course of his career and he continues to deliver forward-thinking solutions for a range of brands.

Paul had a degree in Law and started out in large London agencies including Research International and NOP World before joining what would eventually become Harris Interactive as part of a move North. During this period Paul covered a breadth of methods from mystery shopping to in-person qualitative to large-scale quantitative work, with a leaning to working with service businesses.

In the last fifteen years, Paul has developed a specialism in communities while retaining his methodological breadth.

